



THE MERIT REPORT
RECEIVED

AUG 5 1982

MEMORANDUM

To: Diane Iozzo
From: Leslie Walker
Lisa Thompson
Date: August 2, 1982

Re: International Results Response

The purpose of this memo is to provide an overall summary of the media response to the International Results of The Merit Report. The media was contacted in three separate categories: local and regional high profile media, national Sunday supplement and wire service media, and regional cable systems.

Local and Regional High Profile Media

The response from the local and regional high profile media (KRRL Radio, The Dallas Morning News, The Houston Chronicle, etc.) has been positive. We have found that most of the coverage received for the International Results has been through broadcast media. Locally, almost all of the radio stations contacted seem very receptive to The Merit Report and have already used the results on the air. Many of the stations have said that they would use the results in the near future. The radio contacts view the International Results as a vehicle for increased usage of The Merit Report results but are concerned about when the next international survey will take place. The local print media is a bit more difficult to obtain coverage from, however most of the editors and columnists have been quite receptive. After discussing the International Results and showing the writers the graphic representation of questions, they feel that a reference to The Merit Report in future articles will be useful. Generally, media vehicles utilize the results on a regular basis.

National Sunday Supplement and Wire Services

Parade Magazine writer Lloyd Shearer utilizes the results in his column "Intelligence Report" on a steady basis, and was receptive to the idea of an international survey.

The Dixie Magazine editor in New Orleans requested to be taken off the mailing list as she feels she has no use for any Merit Report results.

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We plan to follow-up periodically with examples of lifestyle questions for use in her publication.

The wire service contacts are both regional and feel that coverage of any International Results should originate with the New York bureau. Lisa Thompson has been in touch with Beryl Sanford regarding UPI coverage from New York. The Associate Press representative from Dallas was also quite receptive to The Merit Report in general.

Regional Cable Systems

The regional cable systems have renewed interest due to the International Results. Several companies, including Storer Cable TV Inc. and TCI Cablevision, Inc. have requested live interviews to explain the International Results to their cable audiences, and seem very enthusiastic about The Merit Report as a whole.

Summary

The overall response to The Merit Report International Results has been a renewed interest in the project. The London and Paris surveys have added another dimension not found in conventional surveys and the media is duly appreciative of the scope of the project. A major question seems to be - are these surveys to be conducted on a regular basis?

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